

# Ask the Guy's Guy: How to Make Valentine's Day Work for You



By [Robert Manni](#)

**Valentine's Day is a day most of us dread.**

It's commercial, pressure-filled, exploitive, and most importantly— forced and unromantic. I'll leave all of that to next week's *other* Valentine's Day post. But there are two ways to look at V-Day as it gets pitched our way each and every year. Whether it's chocolate, flowers, jewelry, vibrating panties, weekend getaways, etc.—you name it and they're selling it in fire engine red. Here are a few suggestions for

how to not only cope, but to have fun and share the love. And that's the point. Valentine's Day should be about celebrating heart-felt love. Your Guy's Guy suggests that the best way to make this a special occasion is by *personalizing* it. That means making it all about your partner...and not about you.

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*If love is in the air and you want to fan the flames.*

If you're a guy and you want to get intimate with a woman for the first time the tendency is to buy her lingerie, hoping that she'll wear it for you on Valentine's Day. Don't do it. She is more than aware that you want the show. If you consider my suggestions and it's meant to be, the show will open to rave reviews... and it will go on and on. Chocolates and flowers and cards and jewelry are always welcomed, but a Guy's Guy adds intimacy to her gifts that empower them as expressions of love. So instead of doing the expected and buying a printed card at Walgreens, buy her a card that allows you to craft your own special message to her. Remind her of all the things she does that make her special and why you want to get to know her better. [Pay attention](#) to the details the way a woman does. Believe me, she will notice and you won't have to buy her red lingerie. She'll bring on the black when the time is right and when she does you'd better fasten your seat belt. Other things to consider are attending events together like a sake tasting or a Broadway show that she mentions in passing. Sharing brings couples closer together.

*If you want to keep the fires burning.*

Again, it is all about personalization. If you buy her jewelry, have it inscribed with a special message. A former paramour once bought me a silver necklace with an understatedly elegant pendant. Nice. When I looked closer she inscribed the underside with, "Love Slave". Talk about marking

your territory. It [worked](#). Of course when my next girlfriend took one look at it, it came off instantly. If you show some effort to personalize your gift when you are in a long-term relationship or marriage, it makes your partner feel appreciated. How about writing down the twenty things she does that make her so special. Why is she so important to your life, what makes her sexy, funny, etc? Make her feel special. That is intimacy.

**Related Link:** [Ask The Guy's Guy: What Do I Do If I Have Trouble Opening Up To My Significant Other](#)

### *Wild Cards*

If you're going down the sexual path remember to make it all about your special someone. That's where the lingerie and crazy stuff like vibrating panties and sex toys come into play. All good. That said, you want to make sure that there is as much giving as receiving so that the festivities go all night long. I recently read about an "arousal gap" between men and women. A real Guy's Guy wants to make his woman happy. It's not a race to the finish line; the goal is to arrive at the same time so everyone wins. Remember that Valentine's Day is all about your partner, so have fun. And play safe.

**Are you making Valentine's Day all about your partner?**

Previously posted on [RobertManni.com](#)

Hope this helps,

Guy's Guy

Robert Manni

If you would like relationship expert Robert Manni to answer your online dating/relationship questions, please email [gillian@nvmediainc.com](mailto:gillian@nvmediainc.com)

**More about the Guy's Guy:**



Robert is the host of Guy's Guy Radio, featured on Blog Talk Radio and available on iTunes, Stitcher, and TuneIn. The weekly podcast features interviews with relationship coaches, entertainers, authors, wellness experts, spiritual teachers, sports personalities, and a weekly "Guys' Guy's Guide" exploring current guy-focused topics.

His novel, THE GUYS' GUY'S GUIDE TO LOVE, praised as the "men's successor to Sex and the City," has been developed into two feature-length adapted screenplays, a scripted television series (pilot and treatment), and a series of non-scripted Guy's Guy show concepts.

Robert has appeared on broadcast television (NBC's Morning Blend, WPIX11 Morning News) and is a frequent guest across a spectrum of satellite, terrestrial, and web-based radio programs and podcasts, as well as a contributor to Huffington Post, Thought Catalog, Cupid's Pulse, GalTime, is a featured expert on GoodMenProject and YourTango. He was also named a Top Dating Blogger by [DatingAdvice.com](http://DatingAdvice.com).

Robert developed the Guy's Guy Platform to help men and women better understand each other and bridge the growing communication gap between the sexes. He continually creates a fresh, robust palette of timely Guy's Guy [content focused on life, love and the pursuit of happiness](#). Whether it's navigating the challenges of dating, relationships, friendship, career or wellness, Robert explores ways to help both men and women be at their best so that everybody wins.

Read more at [Cupid's](#).